

Application No. 09/960,262

AMENDMENTS TO THE CLAIMS

A detailed listing of all claims that are, or were, in the present application, irrespective of whether the claim(s) remains under examination in the application are presented below. The claims are presented in ascending order and each includes one status identifier. Those claims not cancelled or withdrawn but amended by the current amendment utilize the following notations for amendment: 1. deleted matter is shown by strikethrough for six or more characters and double brackets for five or less characters; and 2. added matter is shown by underlining.

1. (Currently Amended) An interactive video advertisement package for delivery over a broadcast interactive television medium comprising:

an initial real time, predetermined video advertisement segment deliverable over the broadcast interactive television medium, the video advertisement segment including a dynamic video sequence presenting a spokesperson representation having a plurality of selectable zones with each zone defined in relation to a unique part of the spokesperson representation; and

a plurality of selectable, predetermined video advertisement segments, deliverable over the broadcast interactive television medium and presented as a continuation of the dynamic video sequence of the spokesperson representation, each selectable video advertisement segment corresponding to one of the plurality of selectable zones and selectively delivered to a viewer the broadcast interactive television medium in direct response to selection by the viewer of that zone.

2. (Original) The interactive video advertisement package of Claim 1, wherein a transition occurs between the initial advertisement segment and the selected selectable advertisement segment and the transition is seamless.

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3. (Original) The interactive video advertisement package of Claim 2, wherein a transition is made seamless by ending the initial advertisement segment and beginning each selectable advertisement segment using a common predetermined home position.
4. (Original) The interactive video advertisement package of Claim 1, wherein at least two selectable zones are created from an image mapping of a video frame of an advertisement segment to demarcate a unique part of the spokesperson representation.
5. (Original) The interactive video advertisement package of Claim 4, wherein at least one selectable zone includes a margin around a mapped image.
6. (Original) The interactive video advertisement package of Claim 1, wherein at least one selectable advertisement segment includes a special effect of causing an object to appear as part of the spokesperson representation.
7. (Original) The interactive video advertisement package of Claim 1, wherein viewer recognition of the spokesperson representation is inherent.
8. (Original) The interactive video advertisement package of Claim 1, wherein viewer recognition of the spokesperson representation is created by repeated advertising exposure of the spokesperson representation.
9. (Original) The interactive video advertisement package of Claim 1, wherein a real time picture-in-picture window selectable zone appears displaying real time video programming while the viewer is viewing one of the selectable advertisement segments in cyber time, and wherein the viewer is returned to real time video programming in direct response to selecting the real time selectable zone.

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10. (Currently Amended) A method of presenting an interactive video advertisement package over a broadcast interactive television medium comprising:

simultaneously delivering an initial real time, predetermined video advertisement segment to a plurality of viewers over the broadcast interactive television medium, wherein the initial video advertisement segment includes a dynamic sequence presenting a spokesperson representation having a plurality of selectable zones with each zone defined in relation to a unique part of the spokesperson representation;

providing a plurality of selectable, predetermined video advertisement segments, presented as a continuation of the dynamic sequence of the spokesperson representation, each selectable video advertisement segment corresponding to one of the plurality of selectable zones; and

in response to selection of a selectable zone by one of the plurality of viewers, directly delivering the corresponding selectable video advertisement segment to that viewer over the broadcast interactive television medium.

11. (Currently Amended) A method of compensating a spokesperson used in an interactive video advertisement package delivered over a broadcast interactive television medium comprising:

preparing an initial real time, predetermined video advertisement segment, wherein the initial video advertisement segment includes a dynamic sequence presenting a representation of the spokesperson, the representation having a plurality of selectable zones with each zone defined in relation to a unique part of the representation;

preparing a plurality of selectable, predetermined video advertisement segments, each selectable video advertisement segment corresponding to one of the plurality of selectable zones and selectively deliverable over the broadcast interactive television medium;

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delivering the initial video advertisement to a plurality of viewers over the broadcast interactive television medium;

in response to selection of a selectable zone by one of the plurality of viewers, directly delivering the corresponding selectable video advertisement segment to that viewer over the broadcast interactive television medium;

determining compensation to the spokesperson based at least in part on statistics associated with the delivery of the selectable video advertisement segments.

12. (Original) The method of claim 11 wherein the selectable zones represent different products of a plurality of parties and compensation to the spokesperson is paid by the plurality of parties based at least in part on the statistics associated with the delivery of the selectable video advertisement segments for each of the different products.

13. (Original) The method of claim 11 wherein a supplier of the broadcast interactive television medium is compensated based at least in part on a per time slot basis for delivery of the initial advertisement video segment and in part on a per selection basis for delivery of the selectable advertisement video segments.